



The State of California, Office of the Patient Advocate Presents

Public Reporting on Health Care Quality:

Challenges, Opportunities, and State-Level Policy Implications

A Symposium on the "State" of the Art

Tuesday, June 6, 2006 • Crowne Plaza Hotel, LAX • Los Angeles, CA

Arnold Schwarzenegger
Governor

Sunne Wright McPeak
Secretary
Business, Transportation
& Housing Agency



April 2006

Dear Friends and Colleagues:

The California Office of the Patient Advocate would like to invite you to attend Public Reporting on Health Care Quality: Challenges, Opportunities, and State-Level Policy Implications – A Symposium on the “State” of the Art which will be held at the Crowne Plaza LAX, in Los Angeles, California, on Tuesday, June 6, 2006. This no-cost, one-day event will provide an opportunity for state and national experts to discuss health care quality reporting and public disclosure at the state level, as well as share thoughts on the future of public reporting in California from a variety of perspectives. Participants will include representatives from consumer advocacy and assistance groups, health plans and medical groups, research and academia, purchasers, and state and federal government agencies.

Over the past year, our Office has been evaluating several significant changes in public reporting for our annual HMO Report Card. The Symposium will provide a forum for you to provide your feedback as one of our valued stakeholders. More information on the Symposium, on-line registration, agenda, speakers, and hotel information can be found on our website www.opa.ca.gov.

We look forward to seeing you at the Symposium on June 6th.

Sincerely,

ED MENDOZA
Acting Director

For HMO Help Call 1-888-HMO-2219 State of California, Office of the Patient Advocate • www.opa.ca.gov
980 9th Street, Suite 500, Sacramento, CA 95814-2725, Voice: 916-324-6407, Fax: 916-445-2584

REGISTRATION

PLEASE REGISTER ME FOR:

- ☐ Symposium, June 6, 2006
☐ Luncheon, June 6, 2006

Please indicate choice of Entree: ☐ Chicken ☐ Vegetarian

**SEATING IS LIMITED
PLEASE REGISTER BY MAY 19**

ATTENDEE INFORMATION:

First Name _____ Last Name _____

Credentials _____ Title _____

Organization _____ Street _____

City / State / Zip _____ Phone (____) _____

Fax (____) _____ E-mail _____

HOW DID YOU HEAR ABOUT THIS SYMPOSIUM?

- ☐ Save the Date ☐ Colleague
☐ OPA Website
☐ Other (Please Explain) _____

- ☐ Request for ADA Accommodations*
☐ Request for Special Dietary Menu*

*NOTE: Sharon Bowen, the conference coordinator, will contact the participants for additional information.

Please return this registration by fax or mail.

FAX: (916) 608-8787

MAIL: events! • P.O. Box 1550 • Folsom, CA 95763

For online registration, please visit www.opa.ca.gov

You will receive a confirmation of your registration by e-mail. If you would like more information, please contact Sharon Bowen at events! 916.606.5360 or sb@evenstwebpage.com

AGENDA

8:00–9:00 AM REGISTRATION & CONTINENTAL BREAKFAST

9:00 AM WELCOME & INTRODUCTION

Ed Mendoza, Acting Director

California Office of the Patient Advocate

John Zweifler, MD, MPH, Medical Consultant

California Office of the Patient Advocate

9:15 AM MORNING KEYNOTE

Elizabeth McGlynn, PhD, Associate Director

*RAND Health Director of the Center for Research
on Quality in Health Care*

NCQA Committee on Performance Measurement

9:45 AM PLENARY PANEL 1: HEDIS & CAHPS: Do They Reflect True Quality Differences?

Moderator: Patrick Romano, MD, MPH, Professor, Medicine and Pediatrics

UC Davis Division of General Medicine

AHRQ Quality Indicators Support Team

- **Steven R. Green, PhD, Research Scientist**
*Life and Health Actuarial, New Jersey Department
of Banking and Insurance*
- **Joachim Roski, PhD, MPH, Vice-President**
Performance Measurement, NCQA
- **Julie Brown, Director, Survey Research Group**
The RAND Corporation
- **Ted von Glahn, MSPH, Director of Consumer Engagement**
Pacific Business Group on Health
- **John Adams, PhD, RAND Consultant**
*Pacific Business Group on Health's Scoring
Methodology Review Project*

10:45 AM BREAK

11:00 AM PLENARY PANEL 2: New Sources and Uses of Quality Data

Moderator: Maribeth Shannon, MS, Director

Hospitals and Nursing Homes Program

California HealthCare Foundation

- **Marc P. Volavka, Executive Director**
Pennsylvania Health Care Cost Containment Council
- **Charles A. Gallia, PhD, Acting Research Manager**
*Office of Medical Assistance Programs,
Oregon Department of Human Services*
- **Gerald F. Kominski, PhD, Associate Director**
UCLA Center for Health Policy Research
- **Cori Reifman, MPH, Research Project Manager**
California Office of the Patient Advocate
- **Marcy Gallagher RN, MPA, JD, Chief**
*Plan Surveys Division, HMO Help Center
California Department of Managed Health Care*

12:00 PM LUNCH & KEYNOTE

Kenneth W. Kizer, MD, MPH

*President & CEO, Medsphere Systems Corporation
(Former President & CEO, National Quality Forum)*

1:00 PM PLENARY PANEL 3: What Stakeholders Think: The Role for Public Disclosure

Moderator: Tom Williams, Executive Director

Integrated Healthcare Association

- **Ronald Bangasser, MD, FAAFP, Past President**
*California Medical Association
Chair, IHA's P4P Technical Committee
Director of External Affairs, Beaver Medical Group*
- **Donald Crane, President and Chief Executive Officer**
California Association of Physician Groups
- **Jeff Kamil, MD, Vice-President, Chief Medical Officer**
*Blue Cross of California
NCQA Committee on Performance Measurement*
- **Lark Galloway-Gilliam, Executive Director**
Community Health Councils, Inc.
- **Sidna M. Scheitel, MD, MPH, Assistant Professor**
*Mayo Clinic College of Medicine
Consultant in Primary Care Internal Medicine,
Health Care Policy & Research
Board Member, Minnesota Institute for
Clinical Systems Improvement*

2:15 PM BREAK

2:30 PM PLENARY PANEL 4: Future Directions for Public Reporting and Quality Initiatives

Moderator: Lucinda (Cindy) Ehnes, JD, Director

California Department of Managed Health Care

- **Marybeth Farquhar, RN, MSN, Senior Advisor**
*Quality Indicators Initiative at the Center for Delivery,
Organization & Markets
Agency for Healthcare Research and Quality*
- **David Carlisle, MD, PhD, Director**
*California Office of Statewide Health Planning
and Development*
- **Richard Dixon, MD, FACP, Distinguished Consultant**
*Office of Private and Public Partnerships
Centers for Disease Control and Prevention*
- **Dale Shaller, MPA**
*Shaller Consulting
Author, "Consumers in Health Care:
The Burden of Choice," October 2005*
- **Arnold Milstein, MD, MPH, Medical Director**
*Pacific Business Group on Health
Chief Physician, Mercer Health+Benefits*

4:00 PM ADJOURNMENT

CO-SPONSORED BY:



CALIFORNIA
HEALTHCARE
FOUNDATION



Center for Health Services
Research in Primary Care



PBGH
Pacific Business
Group on Health

HOTEL INFORMATION

Crowne Plaza Hotel, LAX

5985 W. Century Blvd.
Los Angeles, CA 90045

FOR HOTEL RESERVATIONS CALL:

1-888-315-3700 Reservations Toll Free or,
1-310-642-7500 Hotel Direct Line

or visit www.crowneplaza.com/lax-intlapt (group code PAD)

Reservations must be guaranteed by credit card.

Mention "Patient Advocate 2006 Quality Reporting Symposium"
to receive group rate of \$110 single / double.

Group Hotel Reservation Deadline: May 13, 2006

Please note that there are a limited number of rooms available in the block. Parking for all guests is available at an additional discounted cost of \$6.00 self and \$8.00 valet. Complimentary airport shuttle service to the hotel is available.

QUESTIONS? Sharon Bowen, Conference Coordinator,
sb@eventswebpage.com or 916.606.5360.



For more information about OPA,
please call toll free: 1-866-466-8900
or visit the OPA website www.opa.ca.gov

Office of the Patient Advocate
980 - 9th Street, Suite 500
Sacramento, CA 95814
Return Service Requested



PRST STD
U.S. Postage
PAID
Sacramento, CA
Permit No. 333